



Finland - Official partner country of EUNIQUE 2012

Possibilities of participation for Finnish exhibitors

a) Individual exhibitors

If you would like to take part as an individual exhibitor, the allocation of your stand will be on the joint booth “partner country Finland” which will be in a prominent location in the hall.

Prices:

- Special price for participation: € 123,- /m² net (instead of € 154,--) including standard stand package with rear walls, carpet, spotlight, storage space, stand lettering, construction and dismantling (more details in the application form)
- Minimum stand space: 6 m²
- Catalogue and marketing fee at a special price of € 100,-- (instead of € 155,--)
- Possibility to book a participation in the fashion show at a price of € 350,--

b) Joint booth for associations

Crafts associations have the possibility to book a joint booth within the partner country booth in order to group their members. Individual stand construction is possible using the standard rear walls and carpet provided by KMK.

If you are interested in a presentation as an association, please contact us directly. We will be glad to provide you with a customised quote.

c) Exhibitor in the galleries area:

If you have a gallery and would like to take part in EUNIQUE with it, the galleries area offers you sophisticated and exclusive surroundings for the purpose, enabling your exhibits to make an even greater impact.

Prices for Finnish galleries:

up to 10 m²: € 123,--/m² up to 20 m²: € 110,-- up to 40 m²: € 95,--

You will find more details in the application form

e) Exhibitor in the newcomer area:

If you have completed your studies or apprenticeship within the last three years, the newcomer area is just right for you, giving you the opportunity to benefit from special terms for young designers.

Prices: Complete package m²: € 490,-- (Please find more details in the application form)

f) Universities, design schools

All universities, design schools will be provided with their required **stand space for free**, the required **stand construction has to be ordered** by KMK (e. g. standard construction package at € 55,--/m² or other equipment on demand)

Please note that stand construction (walls, carpets, spotlights) is already included in all the packages and that the floor space cannot be booked without the equipment.

All Finnish artists or institutions will be allocated on the Finnish Pavilion!

All exhibitors can order publicity material for free (free entry cards, visitor flyers, posters, stickers).

Special services for the Finnish joint booth in general:

- Announcement of the fact that “Finland is the partner country of EUNIQUE 2012” in all promotional material (newsletters, visitor flyers, advertisements, homepage, posters, local TV, radio)
- particular international press releases announcing the Finnish activities at EUNIQUE 2012
- participation of the partner country Finland in the press event by giving a short presentation of the artists of the partner country
- Integration of one special Finnish activity in the opening ceremony of EUNIQUE (3rd May 2012)
- Short speech of the Finnish ambassador or another representative from Finland during the opening ceremony of EUNIQUE 2012
- Special reception for the Finnish exhibitors and invited guests from politics, economics, institutions, delegations which are affiliated to Finnish design and crafts for promoting Finnish design in Europe
- Word of greeting in the EUNIQUE catalogue
- Information on “Helsinki as World Design Capital 2012”
- Word of greeting in the EUNIQUE catalogue
- Catering area with some Finnish specialities within the joint booth to attract more visitors

Important Deadlines and dates:

Final date for application: 31st January 2012!!

Preview of EUNIQUE: 3rd, May 2012 – 6 pm to 10 pm

all exhibitors have to be finished their stand construction at 2 pm”

EUNIQUE: 4 – 6 May 2012, opening hours: 11 a m to 7 pm

Contact:

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